

# United Kingdom Market Profile

This summary provides the most up-to-date data available on United Kingdom as it relates to their people and economy, travel related motivations and planning behavior and U.K. visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE

**POPULATION:**
**64.4 million**
**INFLATION RATE:**
**0.5%**
**EXCHANGE RATES (GBP PER USD):**
**0.739**
**GROSS DOMESTIC PRODUCT (GDP):**
**\$2.79 trillion (1.8% annual growth rate)**
**EXPORTS:**
**\$412 billion**
**UNEMPLOYMENT RATE:**
**5.1%**

Source:  
The World Fact Book, reporting 2016 data

## TRAVEL MOTIVATION AND PLANNING


**Top Travel Motivators**
**46%** Cultural Historical Attractions

**46%** Local Lifestyle

**45%** Beaches/Seaside Attractions

**Source used in Destination selection for last leisure trip**
**61%** Websites via computer or laptop

**33%** Recommendation from family & friends

**26%** Information in printed travel guidebooks

**24%** Websites/ applications via tablet

**Advance Decision Time**
**18%** Less than a month

**14%** 1 to 2 months

**27%** 3 to 5 months

**29%** 6 to 12 months

**9%** More than 1 year

**Lodging Reservation made before leaving home**
**79%** Yes

**40%** Internet Booking Service\*

**32%** The Lodging Establishment Directly

**18%** Travel Agency/Tour Operator/Travel Club

**9%** Other

**21%** No

\* assume "Internet Booking Service" is an Online Travel Agency (OTA).


**How Air Reservations were Booked**
**43%** Directly with Airline

**30%** Travel Agency/Tour Operator/Travel Club

**25%** Internet Booking Service\*

**6%** Corporate Travel Department

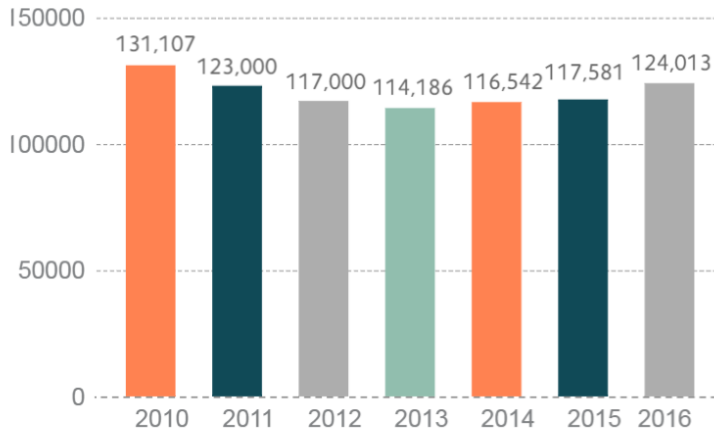
\* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:  
Brand USA, reporting 2014 data  
U.S. Dept. of Commerce - NTTO, reporting 2014-16 aggregate data

# U.K. VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Visitor Characteristics

**45.9 years**

Average Age

**\$105,071**

Average Household Income

**1.8 persons**

Average Party Size



## Length of Stay

**7.4**

Nights in Destination

**21.3**

Nights in U.S.



## Port of Entry

**24%** Las Vegas, NV

**22%** Los Angeles, CA

**19%** All Other Airports/Cities (may include Phoenix)

**8%** San Francisco, CA

**5.6%** New York, NY



## Main Purpose of Trip

**94%** Leisure

**72%** Vacation Holiday

**20%** Visit Friends/Relatives

**4%** Other

**10%** Business

**4.8%** General Business

**2.6%** Convention/Conference/Trade Show



## Transportation in U.S.

**58%** Rented Auto

**34%** Auto, private or company

**39%** Air travel between U.S. cities

**25%** Taxicab/Limousine

**22%** City subway/Tram/Bus



## Visa Credit Card Travel Spending

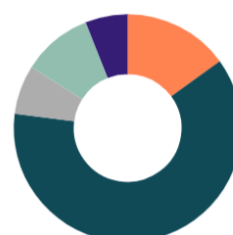
UK's Visa Card Spending ranked #4 in 2016 with 4.6% of total International Travel Spending in Arizona.

### By Quarter



Q1: 26%  
Q2: 26%  
Q3: 25%  
Q4: 23%

### By Arizona Region



Northern: 15%  
Phoenix & Central: 62%  
West Coast: 7%  
Tucson & Southern: 10%  
North Central: 6%



## Accommodations\*

**74%** Hotel/Motel

**19%** Private Home

**11%** Other

\* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:

Tourism Economics, reporting 2010-2016 data

VisaVUE Travel, reporting 2016 data

U.S. Dept. of Commerce - NTTO, reporting 2014-16 aggregate data